



Volkswagen New Beetle: -Return of a Legend

Volkswagen also introduces the Touareg – Road Dominating

Mumbai, December 4, 2009: Volkswagen, Europe’s largest car maker today announced the launch of the iconic - New Beetle, and its road dominating sports utility vehicle - The Touareg in India

The New Beetle will be priced at Rs 20.45 Lakhs and the Touareg at Rs. 51.85 Lakhs (all prices ex-Showroom Delhi)

Speaking at the launch, Mr. Neeraj Garg, Member of Board and Director, Volkswagen Passenger Cars said, “We are excited to bring this iconic Beetle, to India after its success across the world for decades.”

“The Beetle is the very first Volkswagen car people remember about; with its unique shape and reliability, it wrote motoring history. People’s fascination for this lovable bug shaped car has made the Beetle one of the world’s most popular cars across decades and Volkswagen is proud to bring its legend into India,” he said.

He further added, “The launch of the Touareg is our marketing debut in the SUV segment. India has a great demand for SUV. The Touareg has been successful across countries and the entry will further enhance our presence in the market.”

India is a key market for our overall strategic growth plans and we are sure that the launch of two of our best products will affirm our commitment to provide the latest technology and high value to our Indian customers”.

New BEETLE:

The New Beetle is a marvel design of German engineering based on the level of successful series. The New Beetle is equipped with a 2.0 litre 4 cylinder petrol engine with an output of 115HP at 5400 rpm. It is paired with a 6-speed automatic transmission. Advanced occupant safety is one of the key features of the New Beetle which comes equipped with 4 airbags, Anti-Lock Braking System (ABS), Electronic Stabilization Programme (ESP) and engine immobilizers.

It is equipped with a 6 CD changer, power steering for better drivability, body coloured exterior mirror housings, tailgate handle and heat insulating tinted glass.

The large 15" alloy wheels, ensconced in their flared arches, give it a higher and more commanding stance.

The lights, refined lines, fresh color palette and new fabric seat covers are few details that are additions to the new Beetle.

The front centre armrests and the dashboard are proof of the sure instinct of high design quality which interprets the classic elements of the New Beetle in a contemporary way.

The round stern, dome shaped roof, rear section, the fenders with the hint of a footboard, the embedded round head and tail lights - bring back memories of the Beetle while the sharp accented lines and windows confirm the up-to-date design and express youthful energy.

TOUAREG:

The Touareg is a powerful SUV. It has been specifically designed to satisfy the needs of customers in the areas of drivability, maneuverability and fuel efficiency. The Touareg sports the marvel of German engineering which is built to overcome every obstacle, on and off the road. The Touareg is a complete getaway car offering 4x4 permanent All wheel drive.

The tall aggressive stance is complimented by a robust 3 Litre V6 TDI (diesel) engine with 6 speed DSG gear box. The Touareg develops its enormous power of 240HP at 4000-4400 rpm. The SUV accelerates from 0 to 100 km/h in just 7.8 seconds. The Touareg offers an electric sliding/tilting sunroof for driver comfort and enjoy the view from the inside. The car comes equipped with an electric 12 way adjustable seats which becomes convenient for the passengers, with three programmable memory options present for driver seat and electrically folding outside rear view mirror for better visibility.

The Touareg further offers genuine leather seat upholstery and 230V power socket in rear luggage compartment

The vehicle has been designed keeping in mind the customers love of traveling to hill regions and weekend retreats. The vehicle offers 45 degree hill climbing ability, 35 degree side slope angle and impressing wading depth of 500mm, all this in a safe environment with 8 airbags. The Touareg has been designed to meet and even surpass the standards of some of the world's leading SUV's.

About Volkswagen:

Volkswagen, the largest carmaker in Europe sells its broad model range from the Fox to the Phaeton in more than 150 countries worldwide.

Volkswagen currently offers the Passat and the Jetta in the Indian market.